

**Walgreens**

## Intracompany correspondence

Date January 3, 1991  
Subject RJR Cigarette/TV Guide Display  
From Dale Solner  
To ALL DISTRICT MANAGERS

INCREASE STORE PROFITS AND SALES ON CIGARETTESANDTV GUIDE MAGAZINE

RJR has a special counter display that features cigarettes and provides a place to put your TV Guide displays. This display increases sales and store profits because product is accessible to the customer and RJR pays for the display. These amounts will be credited to stores on their purchase ledger the month following the end of each quarter (e.g. April for the 1st quarter).

Payments will be based on number and location of the display.

1. \$392 payment per year for two cigarette/TV Guide displays placed next to the primary and secondary cash registers.
2. \$320 payment per year for two cigarette/TV Guide displays placed on the primary and secondary check out counters away from the cash register.
3. \$280 payment per year for one display placed at the primary cash register.
4. \$216 payment per year for one cigarette/TV Guide display on the primary check out counter away from the cash register.

These displays are authorized for all locations. The displays must be self serve.

Please send me a district recap indicating stores that you want to merchandise this rack.

Your RJR representative will place the display for you.

DS/sk

cc: Mr. Karlin  
Mr. Atlas  
Regional Vice President  
Mr. Brunner  
Mr. Iverson

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